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January 12, 1944

FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

| Subject  | Assigned      | Status         |
|--|---------------|----------------|
| Web harness in place of leather                                  | F. E. Charles | In clearance   |
| Immersion and tubular type farm milk cooler units to be rationed | F. E. Charles | In clearance   |
| Ag Situation story, Availability of farm equipment               | Meeker        | Completed      |
| Binder Twine   | F. E. Charles | Issued         |
| Container shortage for food info series                          | Heckman       | In preparation |
| Farm Supplies statement for Extension Directors                  | F. E. Charles | Completed      |
| Save container posters (2)                                       | Carr          | In clearance   |
| Milk can rationing   | F. E. Charles | In clearance   |
| <u>Network Broadcasts:</u>                                       |               |                |
| January 18, Farm & Home Hour<br>"Tires for Farmers"              |               |                |
| Walter Lloyd or E. O. Mallott                                    | DuMars        | In preparation |

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U. S. DEPARTMENT OF AGRICULTURE

PRODUCTION GOALS CAMPAIGN

|   |               |                    |
|---|---------------|--------------------|
| Goals charts, drawing and data to America Bankers Assn. for national bulletin.                        | Beckman, AAA  | Cleared and mailed |
| 14 photos to University of North Carolina Press to illustrate book "Practical Farming for the South." | Beckman, AAA  | Mailed             |
| Piece on plan sheet for North Central handbook for field use.   | Thompson, AAA | In preparation     |
| 1944 Conservation Materials program for Western Region handbook.                                      | Arneson, AAA  | In clearance       |
| Article and statistical table on the 1944 Seed Program for Western Regional Handbook.                 | Arneson, AAA  | In clearance       |
| Material for National Farm and Home Hour broadcast on milk production and distribution.               | Arneson, AAA  | In clearance       |

| Subject   | Assigned        | Status             |
|---|-----------------|--------------------|
| Material on Non-Highway gasoline program, and War Board Services program for North Central Handbook.      | Arneson, AAA    | In clearance       |
| Work on over-all AAA summary for committee-men.   | Stewart, AAA    | In preparation     |
| "Feeding efficiency" piece for Western Newspaper Union.   | Stewart, AAA    | Completed          |
| Preliminary work on one-hour speech by Berger on "protein situation" for January 17, 1944                 | Stewart, AAA    | In preparation     |
| Statement on Agricultural Production and AAA in 1943.   | Kelly, AAA      | Out                |
| Articles on Support Prices, Ceiling, Subsidies, Parity Prices, on commodities for North Central Handbook. | Kelly, AAA      | In clearance       |
| Started preparation of Facts Folder for North Central goals campaign.                                     | Emerson, AAA    | In preparation     |
| Two illustrated articles on food production to Western Newspaper Union.                                   | M. Beckman, AAA | Cleared and mailed |
| Three articles on transportation, farm construction, fertilizer to BANKING Magazine.                      | M. Beckman, AAA | Cleared and mailed |
| <u>FARM FLASHES:</u>  |                 |                    |
| Hay Acre Goals for '44  | Briggs, FDA     | Cleared            |
| Outlook for Livestock Feed  | Herndon, OI     | Cleared            |
| More Certified Seed Potatoes  | Herndon, OI     | Cleared            |
| <u>PA and INS:</u>  |                 |                    |
| Five Children Dairy Farm  | Fox, FSA        | In preparation     |
| The fight against insects and plant diseases (Blue Network)   | Annand, EFQ     | Jan. 3             |
| Beef cattle in world food picture   | Burch, ARA      | Cleared            |
| Poultry improvement in U. S.  | Burch, ARA      | Cleared            |
| Developing improved fine-wool sheep   | Burch, ARA      | Cleared            |



| Subject  | Assigned          | Status       |
|--|-------------------|--------------|
| PRESS  |                   |              |
| Tobacco-bed-treatment material for blue mold control                   | BPISAE            | In clearance |
| Getting ready to start gardening (for Good Food Magazine, March issue) | BPISAE            | Cleared      |
| Limestone products for poultry   | Burch, ARA        | Cleared      |
| Winter medication of sheep   | Burch, ARA        | Cleared      |
| Information on dairying to John Bird, Country Gentleman                | Richardson<br>BDI | Completed    |

### FOOD PRESERVATION CAMPAIGN

National Home Food Preservation Conference, Chicago, Jan. 13-15, called by WFA and USDA.

#### Press

|   |           |           |
|---|-----------|-----------|
| Supplied Girl Scout Magazine information on home food preservation. | Van Deman | Completed |
|---|-----------|-----------|

#### Radio—Farm and Home Hour, Blue Network

|   |           |         |
|---|-----------|---------|
| Reporting Home Food Preservation Conference | Van Deman | Jan. 14 |
|---|-----------|---------|

### FARM LABOR CAMPAIGN

#### PUBLICATIONS, LEAFLETS, ETC.

|   |         |                |
|---|---------|----------------|
| Printed version of Women Farm Workers   | Bailey  | In preparation |
| Printed version of VFV on Farm Front  | Hancock | In preparation |
| Farm Labor Needs in 1944  | Hancock | In clearance   |
| Farm Employment Numbers by Months for 1943, Revised   | Hancock | In clearance   |
| Women's Land Army of the U.S. Crop Corp - suggested leaflet for use of members of General Federation of Women's Clubs | Bailey  | Out            |

| <u>Subject</u>   | <u>Assigned</u> | <u>Status</u>  |
|--|-----------------|----------------|
| Statement on U. S. Crop Corps presenting general problem, results in 1943, needs for 1944. For distribution by OWI to teachers, youth, and women's magazines.  | Fulghum         | In preparation |
| WLA recruiting leaflet, Revision   | Bailey          | In preparation |
| <u>PRESS</u>   |                 |                |
| 1943 Round-up - 1943 accomplishments in farm labor program for distribution to papers  | Hancock         | In preparation |
| <u>POSTERS</u>   |                 |                |
| VFV Enrollment poster for use in schools   | Hancock         | In preparation |
| <u>FEATURES</u>  |                 |                |
| Pictures and story on WLA to Independent Woman and Woman's Press   | Bailey          | In preparation |
| Pictures and background material on VFV for use by seven youth magazines   | Hancock         | In preparation |
| <u>RATIONING AND PRICE CONTROL CAMPAIGN</u>  |                 |                |
| <u>PUBLICATIONS</u>  |                 |                |
| Consumers' Guide (February issue)  |                 |                |
| <u>Duty on the Home Front</u><br>(Illustrated story -- "We Salute the Consumer Committees, The War Price and Rationing Boards, and The Thousands of Other Volunteers for Their Part in the War Effort.") | Carter<br>FDA   | Completed      |
| War Letter for Agriculture   |                 |                |
| <u>Wheat ceiling prices reflect parity without government payments.</u>  |                 |                |
| <u>OPA revises price regulations on cottonseed products.</u>   |                 |                |
| <u>Stave and heading bolts given new ceiling prices</u>  |                 |                |
| <u>Increase in cotton handling charge allowed in Southeast</u>   | Charles<br>OI   | Completed      |
| <u>Stove rationing liberalized</u>   |                 |                |
| The Feed Situation   |                 |                |
| <u>Corn Ceiling Raised; Price Control Extended to Other Feed Grains</u>  | BAE             | Completed      |

| Subject  | Assigned       | Status         |
|--|----------------|----------------|
| <u>RADIO</u>   |                |                |
| Radio Round-up on Food<br><u>Eating Out vs. Eating In</u> (restaurant<br>rationing story)      | Hoffman<br>FDA | Completed      |
| <u>Farm Flashes:</u>   |                |                |
| Farmers Can Accept Pre-Valid Ration<br>Stamps  | Briggs<br>FDA  | In preparation |
| Letter to Farm Program Directors<br><u>Farmers Can Take Brown Stamps Ahead<br/>Of Due Date</u> | Kadderly<br>OI | Completed      |

#### NUTRITION AND INDUSTRIAL FEEDING CAMPAIGN

A medical equipment supply house has asked WOMAN'S DAY if it may reprint "Good Meals Up War Production," a Hendrickson article which appeared in the January issue.

A paper cup company wants material for a series of articles on industrial feeding.

Material to GOOD HOUSEKEEPING for an article on Nutrition, April issue.

Nutrition in '44 dope to Pillsbury, Chicago Sun.

LOOK will cover community canning training school at Peoria.

Lion Match Co. interested in Basic 7 covers.

Nutrition notes service to OWI.

Quick and Easy Soups---for Food and Home Notes.

Get Better Acquainted with Spuds---for Food and Home Notes.

|           |                |
|-----------|----------------|
| Perry     | Assigned       |
| Nichols   | Finished       |
| Nichols   | Finished       |
| Wheeler   | Arranged       |
| Griffith  | To handle      |
| Fairfield | Finished       |
| Davis     | Jan. 8         |
| Davis     | In preparation |



| Subject   | Assigned                | Status         |
|---|-------------------------|----------------|
| <u>HOMEMAKERS CHATS:</u>                          |                         |                |
| Q&A-Nutrition Comm.                               |                         |                |
| Raw Vegetables - Shoes                            | Overby, OI              | Cleared        |
| Starting Home Poultry Flock                       | Wharton, OI             | Cleared        |
| Enriched Bread and Flour                          | Burns                   | Finished       |
| <u>FEDERAL FOOD REPORTERS:</u>                    |                         |                |
| Cabbage is King                                   | Rogers                  | Finished       |
| Lettuce on the Market                             |                         |                |
| The Onion that Isn't There                        |                         |                |
| Washington Wartime Food Bulletin                  | Rogers                  | Finished       |
| <u>VITAMINS FOR VICTORY:</u>                      |                         |                |
| Pit-Head Canteen                                  | Burns, FDA              | Finished       |
| Is Supper Ready, Junior?                          |                         |                |
| Oatmeal in your Meals                             |                         |                |
| Pickle Possibilities                              | Hoffman, FDA            | Finished       |
| Daily Inventory                                   |                         |                |
| Here's One to Mull Over (canned grapefruit juice) |                         |                |
| <u>Farm and Home Hour:</u>                        |                         |                |
| N. L. Gold, FDA and Ruth VanDeman                 |                         |                |
| "Meeting Special Civilian Needs"                  | Burns, FDA              | In preparation |
| <u>Farm and Home Hour</u>                         |                         |                |
| Nutrition and home science                        | Stiebeling<br>Van Deman | Jan. 11        |
| <u>POST-WAR PLANNING CAMPAIGN</u>                 |                         |                |
| <u>RADIO</u>                                      |                         |                |
| Farm and Home Hour (Blue                          |                         |                |
| Post-War Agriculture Series, #6                   |                         |                |
| Jan. 14. Tenure Problems During                   |                         |                |
| Demobilization, Dr. Marshall Harris, BAE          | M. Harris, BAE          | Cleared        |
| Jan. 21. <del>Post</del> -War Agriculture #7      |                         |                |
| Carl Taylor, BAE, "Security for                   |                         |                |
| Farm People."                                     | Carl Taylor, BAE        | In preparation |
| <u>Food Information Series Fact Sheets</u>        |                         |                |
| Community Post-War Adjustments                    | D. Reynolds, OI         | In clearance   |
| Maintaining Demand for Farm Products              | H. Goding, FSA          | In clearance   |



| <u>Subject</u>   | <u>Assigned</u>          | <u>Status</u>  |
|--|--------------------------|----------------|
| <u>Pamphlets and Textbooks</u>   |                          |                |
| U. S. Armed Forces Institute booklet for a First Course in Agriculture for men in service interested in post-war farming -- "Post War Opportunities in Farming". To be distributed as separate pamphlet outside the army also. | G. Larson and staff, BAE | In preparation |
| State Laws Affecting Farm Settlement.  | G. Larson, BAE           | Planned        |
| <u>MISCELLANEOUS</u>   |                          |                |
| <u>HOMEMAKER CHATS</u>   |                          |                |
| Food for War in '44  | Overby, OI               | Cleared        |
| <u>FARM FLASHES</u>  |                          |                |
| Farmers' Teamwork Pays   | Fox, FSA                 | In clearance   |
| Longer Leases, More Food   | Fox, FSA                 | In preparation |
| <u>PA and INS</u>  |                          |                |
| Fighters and Food Producers  | Fox, FSA                 | In preparation |
| <u>NETWORK BROADCASTS</u>  |                          |                |
| <u>Farm and Home Hour</u>  |                          |                |
| Jan. 17 - W. D. Termohlen, Ass't. Chief Dairy & Poultry Branch, FDA, Ruth Van Deman and Wallace Kadderly - "American Food in England"  | Cohan, FDA               | In preparation |
| Jan. 19 - First in series of talks by Judge Marvin Jones, WFA  | Flood                    | In preparation |
| Jan. 20 - Dr. W. W. Skinner, Chief, BAIC, "Chemical Science in 1943"   | Teuton, AIC              | In preparation |

